

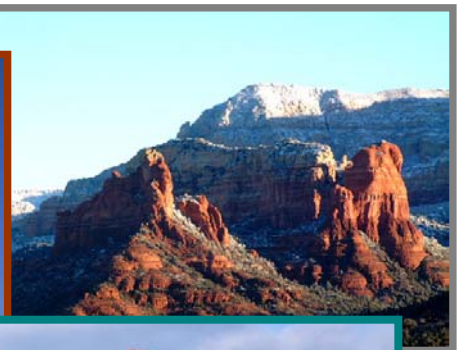
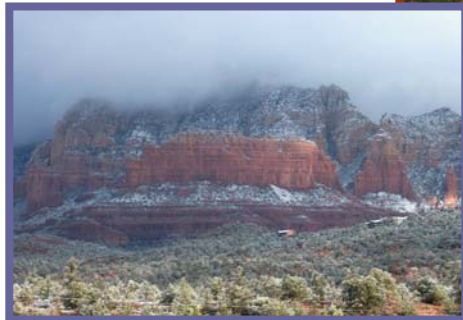
3.0 VISION, GOALS, OBJECTIVES, POLICIES & ACTIONS

A Community Plan accurately assesses the needs of its citizens and embodies responses to those needs for the future. In this section of the **Sedona Community Plan** the citizens of Sedona present their overall vision for the future of their City.

The overall vision is followed by community goals, objectives, policies and actions, all of which are located in the following Plan Elements:

- Growth Area
- Land Use
- Housing
- Circulation
- Regional Coordination
- Open Space
- Environmental Planning
- Water Resources
- Community Facilities, Services and Recreation
- Cost of Development
- Economic Development
- Tourism
- Historic Preservation
- Arts and Culture

Although more detailed policies and recommendations are found in the individual elements of the Plan, this section and the Future Land Use Map (see *Section 5.2.2 – Land Use Element*) provides a comprehensive picture of the key components of the Plan. The action items are reviewed and prioritized by the City Council on an annual basis through the City's Strategic Planning Process.



3.1 THE CITY OF SEDONA VISION STATEMENT AND COMMUNITY GOALS, OBJECTIVES, POLICIES, AND ACTIONS

The vision that the citizens have for the future of their City is . . .

To be a city that is constantly vigilant over the preservation of its natural beauty, scenic vistas, pristine environment and cultural heritage.

To be a city that retains its small- town character and creates its manmade improvements in strict harmony with nature.

To be a city that is animated by the arts, and lives with a spirit of volunteerism to help achieve our common goals.

To be a city that offers equal opportunities for all and fosters a sense of community.

To be a city that welcomes and accommodates all of its visitors and future residents with a spirit of fellowship.

To be a city that retains and enhances a strong and vital economy which preserves existing lifestyles without exploiting the natural beauty.

And finally,

To be a city that lives up to the challenge of proper stewardship of one of the earth's great treasures.

The following are goals, objectives, policies and actions found within the elements of the Sedona Community Plan.

GROWTH AREA VISION

Promote infill and prohibit sprawl by providing a rational pattern of land development, utilizing the existing private land base to meet the needs of Sedona's population once this land base is built out.

GOAL 1.0 Retain the existing geographic limits of the private and municipal lands within the City.

Objectives/Policies

- 1.1 Support the policy of Amendment 12 of the Coconino National Forest Plan that does not allow for the disposal of National Forest lands within or adjacent to the City except for the Chapel, the current USFS headquarters, public uses of up to 10 acres or for resolution of encroachment issues. Identify specific public/semi-public needs and infrastructure through City/community/USFS coordination and cooperation that could be considered by the USFS in accordance with this policy or as a limited exception to this policy.
- 1.2 Support regional policies that maintain significant open space between communities and along highway corridors and that provide distinct urban boundaries.

GOAL 2.0 Limit the impact of growth on the area's natural resources by preserving a small-town environment for Sedona's citizens and visitors.

Objectives/Policies

- 2.1 Within the City's existing private land base, limit future residential growth to the total number of housing units that can be accommodated once this private land base is built out at the densities generally established upon the City's incorporation as recommended in the Sedona Community Plan's Future Land Use Map.
- 2.2 Do not expand the current commercial area beyond what was generally existing upon the City's incorporation unless supported by adopted specific area plans or where specifically provided on a limited basis to address specific community needs.

GOAL 3.0 Provide a rational pattern of land development in key areas where future growth policies can have the greatest effect on meeting community needs.

Objectives/Policies

- 3.1 Support the development and re-development of the existing commercial area consistent with the desired character and needs of the community.
- 3.2 Evaluate commercial and other land use needs that will support the projected

residential population at buildout and identify appropriate locations for these uses consistent with other community growth objectives and the Sedona Community Plan's Future Land Use Map.

- 3.3 Provide for concentrated, mixed use commercial, lodging and residential development ("Focused Activity Centers") within compact, defined areas in west Sedona with specific character and design themes to promote greater neighborhood and visitor pedestrian/bicycle use, concentrated and coordinated parking, future transit access, pedestrian/bike path linkages and greater opportunities for social interaction.
- 3.4 Evaluate uses appropriate for locations between "Focused Activity Centers" within the highway commercial districts in west Sedona, including those with lower trip generation to reduce congestion and commercial strip appearance and to provide optimal integration of landscaping, open space and pedestrian linkages.
- 3.5 Support the development of community character districts for both commercial and residential areas that will preserve historic and cultural character and heritage, encourage community-oriented uses, promote development of public gathering places and public art and create a sense of community identity.
- 3.6 Support the re-vitalization of the Uptown area as a specific character district and encourage community-oriented uses such as the Jordan Historic Park and pedestrian, streetscape and roadway improvements that will contribute to a sense of quality, more attractive to both residents and visitors.
- 3.7 Provide transitions between residential areas and commercial uses and the highway corridor to address specific area needs, buffering of incompatible uses, community benefits and preservation of open space. Encourage the retention and enhancement of commercial uses which are compatible with adjacent land uses and respect the existing positive characteristics of the City and its natural environment.

Growth Area Element – Future Actions

1. Prepare a comprehensive evaluation of commercial land use needs at buildout.
 - Identify land uses that should be retained and/or promoted.
 - Create a comprehensive inventory of commercial businesses throughout Sedona.
 - Survey and interview residents and businesses regarding commercial/ community needs in the community.
2. Re-evaluate the Phase One West Sedona Commercial Corridor Study relative to the goals, objectives and recommendations of the Sedona Community Plan and adopt as a Specific Area Plan. Specific Area Planning is needed to better understand the appropriate balance of commercial retail and services and visitor-based uses. Specific Area planning can also guide future Plan amendments and zoning actions that may be necessary to implement the recommendations.

- Identify uses that are incompatible with an attractive highway corridor
 - Select signature parcels along the highway that should be developed with community/locally-oriented uses and/or preserved as open space.
 - Create clear incentives for development/re-development including mixed commercial/residential uses and prioritize areas for re-development.
 - Clarify desired land uses within Focused Activity Centers and between these centers. Identify locations for these uses.
 - Provide more uses that meet the needs of the residents.
3. Adopt an Uptown Overlay Zoning District to address design and development standards, including lot coverage, parking, setbacks and other standards and recommend improvements to enhance as a character district.
 4. Create clear incentives to provide more residentially-oriented uses in Uptown in conjunction with additional specific area planning programs for the Uptown/Creek area.
 5. Amend existing commercial zoning districts to be consistent with specific area plans and evaluate the creation of separate zoning districts to provide specific, needed uses consistent with Plan goals.
 - Remove undesirable and unsupported uses from commercial zones.
 - Evaluate and possibly amend commercial zones to allow locally-supported commercial uses that are incompatible with the highway corridor to be located in commercial zones off the highway.
 6. Adopt overlay districts for Focused Activity Centers and standards for areas between FAC's.

Growth Area Element – On-going/In-Process

- Complete Shuttle Transit Feasibility Study. Evaluate specific implementation needs based on the results

LAND USE VISION

Maintain the value of Sedona's scenic and natural resources, which are the keystones of our economic strength and quality of life. Enhance and preserve the natural beauty of the area and retain the small-town character of Sedona, recognizing the importance of appreciating and protecting Open Space and ensuring its integration with the built environment. Ensure that growth does not exceed the projected buildout of the community and that future development occurs in a manner that promotes a high level of social interaction.

GOAL 1.0 Work with the US Forest Service to ensure the preservation and stewardship of National Forest lands within the City and the greater Sedona area. (see also *Open Space Element*)

Objective/Policies

- 1.1 Support the policy of Amendment 12 of the Coconino National Forest Plan that does not allow for the disposal of National Forest lands within or adjacent to the City except for the Chapel, the current USFS headquarters, public uses of up to 10 acres or for resolution of encroachment issues. Identify specific public/semi-public needs and infrastructure through City/community/USFS coordination and cooperation that could be considered by the USFS in accordance with this policy or as a limited exception to this policy.
- 1.2 Maintain the lowest residential densities and least intensive commercial uses adjacent to the National Forest to help minimize residential and commercial impacts on forest lands and habitat which will enhance the ability of the USFS to more effectively manage and maintain the "urban interface area" as open space.
- 1.3 Discourage unregulated access to National Forest lands from residential areas and encourage access from designated trailheads and neighborhood links as recommended in the City Trails and Urban Pathways Plan.
- 1.4 Identify uses and development standards appropriate for private lands in the urban interface with the National Forest and identify other methods of protecting the wildland character of National Forest lands adjacent to private development.

GOAL 2.0 Limit the impact of growth on the area's natural resources by preserving a small-town environment for Sedona's citizens and visitors.

Objectives/Policies

- 2.1 Within the City's existing private land base, limit future residential growth to the total number of housing units that can be accommodated once this private land base is built out at the densities generally established upon the City's incorporation as

recommended in the Sedona Community Plan Future Land Use Map.

- 2.2 Do not expand the current commercial area beyond what was generally existing upon the City's incorporation unless supported by adopted specific area plans, or where specifically provided on a limited basis to address specific community needs.

GOAL 3.0 Provide a rational pattern of land development in key areas where future growth policies can have the greatest effect on meeting community needs.

Objectives/Policies

- 3.1 Support the re-development of the commercial area consistent with the desired character and needs of the community.
- 3.2 Evaluate commercial and other land use needs that will support the projected residential buildout population and identify appropriate locations for these uses consistent with the Future Land Use Map of the Sedona Community Plan.
- 3.3 Provide transitions between residential areas and commercial uses and the highway corridor to address specific area needs, buffering of incompatible uses, community benefits and preservation of open space. Encourage the retention and enhancement of commercial uses which are compatible with adjacent land uses and respect the existing positive characteristics of the city and its natural environment.
- 3.4 Provide for concentrated, mixed use commercial, lodging and residential development ("Focused Activity Centers") within compact, defined areas in west Sedona with specific character and design themes to promote greater neighborhood and visitor pedestrian/bicycle use, concentrated and coordinated parking, future transit access, pedestrian/bike path linkages and greater opportunities for social interaction.
- 3.5 Evaluate uses appropriate for location between "Focused Activity Centers" within the highway commercial districts in west Sedona, including those with lower trip generation to reduce congestion and commercial strip appearance and to provide optimal integration of landscaping, open space and pedestrian linkages.
- 3.6 Support the development of community character districts for both commercial and residential areas that will preserve historic and cultural character and heritage, encourage community-oriented uses, promote development of public gathering places and public art and create a sense of community identity rather than promotion of Sedona as a "tourist town".
- 3.7 Support the re-vitalization of the Uptown area as a specific character district and encourage community-oriented uses such as the Jordan Historic Park and pedestrian, streetscape and roadway improvements that will contribute to a sense of quality, more attractive to both residents and visitors.

GOAL 4.0 Promote Sedona's small-town community character and quality of life.

Objectives/Policies

- 4.1 Prepare a specific area plan for the SR 179 corridor through dialogue with Arizona Department of Transportation to pursue SR 179 improvements that result in maximum preservation of natural vegetation and open space, guide future development/re-development, provide for community needs, control access, locate potential shuttle transit stops, accommodate pedestrians and bicycles and minimize impacts on adjacent property owners.
- 4.2 Maintain residential zoning along the SR 179 corridor unless an adopted Specific Area Plan identifies specific locations for alternative uses that are compatible with adjacent residential areas and provide specific community needs and benefits along the corridor.
- 4.3 Work with ADOT to establish highway standards appropriate for a small community rather than a traditional highway.
- 4.4 Provide access control, traffic system management and other improvements on SR 179 in keeping with the scenic sensitivity of the highway corridor.
- 4.5 Investigate the formulation of circulation and design solutions that assist in the creation of a unique identity and character for the community.
- 4.6 Enhance/provide public access to Oak Creek and pursue development of park sites in Uptown/Creek area to improve "sense of community" and encourage more local activity in this area.
- 4.7 "Ensure that the percentage of commercial land currently dedicated to lodging uses does not increase proportionally over the percentage of commercial land dedicated to other uses once the commercial lands are built out."
- 4.8 Re-evaluate the City's development Standards relative to building size in new and re-modeled development and continue to pursue planning patterns that promote small-town scale development.
- 4.9 Strengthen the City's design standards to provide for more design diversity to prevent a "franchised look" in architecture and signs and to create a unique and characteristic quality that promotes Sedona's historic and cultural heritage
- 4.10 Prohibit private streets within new subdivisions and discourage abandonment of public right-of-way within existing subdivisions.
- 4.11 Encourage and support social and interest events other than official meetings to bring people together within the community.

- 4.12 The Planning and Zoning Commission should assist in identifying quality of life issues and become an advocate for enhancing the community's recreational opportunities.

GOAL 5.0 Provide integration of the manmade with the natural environment.

Objectives/Policies

- 5.1 Ensure that a significant amount of quality open space will be a strong determining factor of Sedona's ongoing character.
- 5.2 Maintain design and land use intensity guidelines appropriate to the natural environment.
- 5.3 Identify environmentally sensitive areas that should not be built upon and establish means for their preservation.
- 5.4 Require future land development practices to be compatible with the existing topography, vegetation and scenic vistas.
- 5.5 Retain and encourage commercial and other employment uses which respect the existing positive characteristics of the City and its natural environment.
- 5.6 Support the reservation of open space in development/re-development projects in commercial areas and along SR 89A.
- 5.7 Prepare specific plans for the SR 89A corridor that identify specific parcels or areas that should be reserved as open space in conjunction with development/re-development projects.
- 5.8 Mitigate the visual impacts of facilities, structures, utilities and mechanical installations through appropriate screening and locational criteria.
- 5.9 Re-evaluate development color standards for new and re-modeled development.
- 5.10 Encourage clustering of residential uses to preserve environmentally-sensitive features.

GOAL 6.0 Maintain existing drainage ways in their natural condition and maximize their potential benefits to the community.

Objectives/Policies

- 6.1 Identify drainage ways with potentially significant hydrologic, topographic, wildlife habitat, scenic resource, recreational and open space values for future preservation and community use.

- 6.2 Integrate natural drainage ways, open space and recreation resources into a comprehensive system.

Land Use Element – Future Actions

1. Prepare a specific area plan for the SR 179 corridor through dialogue with Arizona Department of Transportation to pursue SR 179 improvements that result in maximum preservation of natural vegetation and open space, guide future development, guide re-development options in the commercial area, provide for community needs, control access, locate potential shuttle transit stops, accommodate pedestrians and bicycles and minimize impacts on adjacent property owners. Evaluate potential creek area park sites, including the Tlaquepaque area, and acquisition opportunities (*See also Circulation and Open Space Elements*). (2002-03 Work Program).
2. Prepare a comprehensive evaluation of commercial land use needs at buildout. Identify land uses that should be retained and/or promoted.
 - Create a comprehensive inventory of commercial businesses throughout Sedona.
 - Survey and interview residents and businesses regarding commercial/ community needs in the community.
3. Re-evaluate the Phase One West Sedona Commercial Corridor Study relative to the goals, objectives and recommendations of the Sedona Community Plan and adopt as a Specific Area Plan. Specific Area Planning is needed to better understand the appropriate balance of commercial retail and services and visitor-based uses. Specific Area planning can also guide future Plan amendments and zoning actions that may be necessary to implement the recommendations.
 - Re-evaluate permitted uses and identify uses that are both compatible and incompatible with community needs and objectives for the highway corridor
 - Evaluate locally-oriented uses appropriate for locations between Focused Activity Centers
 - Select signature parcels along the highway that should be developed with community/locally-oriented uses and/or preserved as open space.
 - Create clear incentives for development/re-development, including mixed commercial/residential uses and prioritize areas for re-development.
 - Clarify desired land uses within Focused Activity Centers and between these centers. Identify locations for these uses.
 - Conduct a detailed evaluation of median placement on SR 89A through participation of commercial property owners (*see also Circulation Element*)
 - Provide more uses that meet the needs of the residents.
 - Establish consistent urban design themes and identify other improvements that will support identification as specific character districts.
4. Amend commercial zoning district provisions to allow housing in commercial zones

5. Re-evaluate standards for height and building sizes. Adopt new standards as appropriate (2002-03 Work Program).
6. Adopt an Uptown Overlay Zoning District to address design and development standards including lot coverage, parking, setbacks, and other standards and recommended improvements to enhance as a character district.
7. Create a native plants ordinance to preserve more existing native vegetation and trees within new development projects where possible and coordinate with the USFS in the evaluation of a potential program/policies regarding invasive weeds. (see *Environmental and Water Resources Elements*) (2002-03 Work Program).
8. Re-evaluate Sign Regulations specific to number of signs per property/business, vending machines and neon signs. Adopt new regulations as appropriate.
9. Include the Oak Creek Creekwalk in the adopted Trails and Urban Pathways Plan.
10. In order to provide alternatives to air tours as a source of revenue for the airport, the City should work with the Airport Administration in identifying, evaluating and determining under what conditions non-aeronautical uses at the airport can be supported, including compatibility with the existing and future traffic circulation system. Future Community Plan amendment considerations may include examples of compatible uses at the Airport that could guide the creation of an "airport zone" that addresses specific uses and development standards for non-aeronautical uses at the airport.
11. Refine Uptown/Creek area planning to address incentives that can provide more locally-oriented uses in Uptown.
12. Acquire land along the highway corridors for parks and open space to break up the commercial strip (See also *Open Space Element*).
13. Amend existing zoning districts to be consistent with specific area plans.
 - Evaluate and possibly amend zoning districts to provide specific, needed uses.
 - Remove undesirable and unsupported uses from commercial zones.
 - Evaluate and possibly amend commercial zones to allow locally-supported commercial uses that are incompatible with the highway corridor to be located in commercial zones off the highway.
14. Develop locational criteria and development guidelines for water storage tanks.
15. Adopt overlay districts for Focused Activity Centers and standards for areas between FACs. Evaluate and possible adopt specific standards for smaller width public vehicular access (alleyways) behind commercial areas. In conjunction with specific area planning.
16. Create and implement a comprehensive streetscape program to reduce visual impacts and encourage unified landscaping themes along the highway corridors. Prepare design guidelines for public right-of-way to establish urban design standards (e.g. landscaping, street

amenities, underground utility placement), to be utilized in planning for upgrading or constructing public areas and right-of-way.

17. Prepare a specific plan for the Grasshopper Flats area (Oak Creek Blvd/Inspirational View area) to address land use options and evaluation of "second housing unit" opportunities on owner-occupied lots.
18. Revise subdivision regulations to prohibit private streets within new subdivisions. Discourage abandonment of public rights-of-way.
19. Formulate, adopt and implement a policy on granting residential and commercial density credits for public area improvements to encourage dedication of land for public roadway/trail right-of-way, park sites and open space, as well as contributions for recreational amenities, urban design improvements and public art.
20. Amend parking standards to include provisions in commercial development to reserve landscaped areas for future parking only if needed and to reduce pavement.

Land Use Element – On-going/In Process or changes to Land Development Code necessary to provide consistency with the Community Plan:

- Delete the Transitional zoning districts in the Land Development Code to be consistent with Community Plan recommendations. Evaluate zoning districts for possible revisions to apply to specific use categories to address specific community needs.
- Work with the community to plan and create an Oak Creek Creekwalk for the benefit and enjoyment of the visitors and citizens of Sedona. (see also *Open Space Element*) (2002-03 Work Program)
- Work with ADOT to establish highway standards appropriate for a small community rather than a traditional highway. The City should strive to gain greater influence on highway improvements that support the concept of "Main Street" or "Urban Boulevard" on SR 89A (see also *Circulation Element*).
- Foster social and interest events, other than official meetings to bring people together and enhance community character and sense of place.
- Sponsor residents Uptown Day
- Sponsor a "Community Day"
- Publicly recognize people for good deeds through awards
- Encourage neighborhood block parties
- Foster civic pride groups

HOUSING VISION

Provide equal opportunity choices for shelter, well insulated from high volume roadways, aviation and other noise, and non-residential land uses. Housing should foster a sense of neighborhood among nearby residents and a sense of community through linkage with surrounding neighborhoods.

GOAL 1.0 Promote high quality residential neighborhoods.

Objectives/Policies

- 1.1 Encourage quality residential neighborhoods which provide for safe and convenient vehicular and non-vehicular circulation and access to community facilities.
- 1.2 Protect and preserve existing, stable neighborhoods from incompatible adjacent land uses, inappropriate infill or redevelopment projects and the adverse effects of major capital improvement projects.
- 1.3 Provide for neighborhood connections to commercial areas, as well as to each other, using roads, non-motorized bikeways, pedestrian paths.
- 1.4 Encourage maintenance, protection and enhancement of established residential neighborhoods.
- 1.5 Encourage redevelopment and/or renovation of substandard residential neighborhoods.
- 1.6 Establish a Neighborhood Pride program to foster a sense of neighborhood identity and a means to conduct other neighborhood preservation efforts (e.g., neighborhood watch, neighborhood clean-up and social interaction activities).

GOAL 2.0 Ensure a variety of housing opportunities for all.

Objectives/Policies

- 2.1 Facilitate an adequate mix of energy-efficient housing types at various densities and prices for persons of all ages to accommodate a diversified employment base.
- 2.2 Evaluate opportunities to provide for accessory housing units in residential areas.
- 2.3 Evaluate requirements for new commercial and lodging development to contribute funding for construction of lower cost, off-site housing to accommodate the expanding employment base created by new development.
- 2.4 Provide for housing opportunities within commercial areas.

- 2.5 Allow for re-development of existing mobile home parks to apartment housing to upgrade conditions and retain housing densities where the new units can be more affordable to low and moderate income households.

GOAL 3.0 Preserve a small-town environment for Sedona's citizens and visitors.

Objectives/Policies

- 3.1 Within the City's existing private land base, limit future residential growth to the total number of housing units that can be accommodated once this private land base is built out at the densities generally established upon the City's incorporation as recommended in the Sedona Community Plan Future Land Use Map.

Housing Element – Future Actions

1. Amend commercial zoning district provisions to allow housing in commercial zones.
2. Continue specific planning efforts in the Uptown/Creek area to evaluate "second housing unit" opportunities on owner-occupied lots.
3. Prepare a specific plan for Grasshopper Flat area to address land use options and evaluation of "second housing unit" opportunities on owner-occupied lots.
4. Establish a neighborhood pride program to foster a sense of neighborhood identity and the means to conduct other neighborhood preservation efforts (neighborhood watch, clean-up, and social activities).

Housing Element – On-going:

- Complete the update of the Community Plan's Housing Element to provide specific housing strategies and policies regarding affordable housing (see specific recommendations).

CIRCULATION VISION

Provide environmentally sensitive and aesthetic integration of a circulation network that efficiently and safely transports residents and visitors throughout the region, with an emphasis on non-motorized and transit-related travel modes.

As planned improvements are considered, it will be critical that the community is significantly involved in the planning process to ensure that solutions are agreed upon which maintain environmental quality, community character and meet future needs.

GOAL 1.0 Ensure that SR 179 will always be known as a scenic corridor of uncommon beauty and that improvements to the highway are made in the interest of public safety and in keeping with the scenic sensitivity of this world-renowned gateway to the community.

Objectives/Policies

- 1.1 Prepare a specific area plan for the SR 179 corridor through dialogue with Arizona Department of Transportation to pursue SR 179 improvements that result in maximum preservation of natural vegetation and open space, guide future development/re-development, provide for community needs, control access, locate potential shuttle transit stops, accommodate pedestrians and bicycles and minimize impacts on adjacent property owners.
- 1.2 Provide access control, traffic system management and other improvements on SR 179 in keeping with the scenic sensitivity of the highway corridor.
- 1.3 Maintain residential zoning along the SR 179 corridor unless an adopted Specific Area Plan identifies specific locations for alternative uses that are compatible with adjacent residential areas and provide specific community needs and benefits along the corridor.

GOAL 2.0 Provide the most effective means of alleviating traffic congestion at the SR 89A/179 intersection that can be realistically implemented.

Objectives/Policies

- 2.1 Evaluate alternative traffic control improvements to the SR 179/89A intersection through coordination between ADOT, the City and major stakeholders. Alternatives should include, but are not limited to, an extension of Ranger Road as a bypass route or new terminus for SR 179, the use of Ranger/Brewer Roads as part of a one-way circulator and a "roundabout" at the intersection if the Ranger Road bypass cannot be realistically implemented and/or funded.

- 2.2 Complete a thorough study of the "Y" intersection and Uptown area traffic flow to ensure that the best possible traffic solution can be found prior to the programming of SR 179 construction.

GOAL 3.0 Ensure safe and efficient vehicular circulation on SR 89A within Sedona.

Objectives/Policies

- 3.1 Implement comprehensive access control and traffic system management on SR 89A in west Sedona to enhance the efficiency of the highway.
- 3.2 Design and construct access control and traffic system management improvements on SR 89A in Uptown Sedona to reduce parking conflicts with through traffic and enhance traffic operations and safety.

GOAL 4.0 Provide a safe and efficient off-highway vehicular circulation system to provide alternatives to highway travel.

Objectives/Policies

- 4.1 Provide off-highway inter-neighborhood connections as multiple, indirect routes to diffuse traffic, rather than high-speed collector routes, to enhance safety and maintain the integrity of neighborhoods.
- 4.2 Employ "traffic calming" techniques where applicable, including signage, alternative paving, etc., to further enhance neighborhood safety.
- 4.3 Provide alternative street connections adjacent to or near commercial uses to provide alternatives to the highway.

GOAL 5.0 Ensure safe and efficient non-motorized traffic circulation within the community.

Objectives/Policies

- 5.1 Provide alternative modes of travel (i.e., bicycle, pedestrian, and equestrian pathways) through the development of a circulation system that integrates compatibly with the sensitive and picturesque topography of Sedona.
- 5.2 Design the physical or implied separation of motorized circulation and other modes of travel by promoting the development of bicycle paths, equestrian trails, pedestrian sidewalks and jogging paths separated from streets.
- 5.3 Utilize accepted circulation system components to enhance the safety of non-motorized modes of circulation.

- 5.4 Provide Uptown area pedestrian improvements to enhance safety, provide a high quality visitor experience, enhance area character and reduce the need for vehicular travel.

GOAL 6.0 Implement circulation recommendations that are compatible with and designed to complement, the land use and environmental quality recommendations of the Sedona Community Plan.

Objectives/Policies

- 6.1 Investigate the formulation of circulation and design solutions that assist in the creation of a unique identity and character for the community.
- 6.2 Establish Sedona-specific design standards for:
- Arterial Roadways
 - Collector Roadways
 - Local Roadways
 - Bicycle Pathways
 - Pedestrian Pathways
 - Equestrian Pathways
 - Equestrian Trails
- 6.3 Work with ADOT to establish highway standards appropriate for a small community rather than a traditional highway.

GOAL 7.0 Provide adequate parking for both residents and visitors.

Objectives/Policies

- 7.1 Provide public parking areas that are compatible with and complimentary to the land use and environmental quality recommendations presented elsewhere in this plan and linked to a transit shuttle system.
- 7.2 Strategically locate off-site parking facilities to promote pedestrian use and the utilization of alternative modes of transportation.

GOAL 8.0 Establish a shuttle transit system in the Sedona area and support a regional commuter system to serve the needs of residents, employees and visitors.

Objectives/Policies

- 8.1 Define the existing and future transportation needs as they may relate to transit for residents, employees and visitors.

- 8.2 Conduct a study to determine the feasibility of instituting a shuttle transit system and related parking facilities in the Sedona area, and its cost-effectiveness.
- 8.3 Evaluate the cost of implementing a phased shuttle transit system in Sedona, and identify roles of the public and private sector for implementation.

GOAL 9.0 Explore methods to minimize residential and visitor vehicular trips.

Objectives/Policies

- 9.1 Create a "Reduce Your Trips Program" through city-wide education of alternatives to vehicle use for shopping, banking, mail, delivery options and car pooling.
- 9.2 Provide appropriate land use options to minimize highway travel.

Circulation Element – Future Actions

1. Prepare a specific area plan for the SR 179 corridor through dialogue with Arizona Department of Transportation to pursue SR 179 improvements that result in maximum preservation of natural vegetation and open space, guide future development, guide re-development options in the commercial area, provide for community needs, control access, locate potential shuttle transit stops, accommodate pedestrians and bicycles and minimize impacts on adjacent property owners. Evaluate potential creek area park sites, including the Tlaquepaque area, and acquisition opportunities (see also *Land Use* and *Open Space Elements*).
Evaluate alternative traffic control improvements to the SR 179/89A intersection through coordination between ADOT, the City and major stakeholders and support the programming of SR 179 and "Y" intersection construction only upon completion of the specific area plan. Continue to allocate funding to assist ADOT in the evaluation of the intersection (2002-03 Work Program).
2. Implement Uptown Area pedestrian improvements and access control.
3. Participate in the preparation of a Circulation Element for a Verde Valley regional plan that will address traffic circulation issues and improvements that are relevant to Sedona and the Sedona region. Examples include evaluation of alternate routes or emergency/shuttle-restricted access between SR 89A and SR 179 and evaluation of future signage on I-17 that would designate SR 260/89A as an alternate route to Sedona (see *Regional Coordination Element*).
4. Create a "Reduce Your Trips" program. Include home delivery, carpooling, library bookmobile, visiting nurses, payment of utility bills through checking account or mail instead of hand delivery, auto check deposits, televised public meetings.
5. Initiate Public Right-of-way Maintenance Program to maintain public right-of-way approaching and throughout Sedona on all major arterial roadways and collector streets.

6. Construct SR 89A Corridor Public Area and Infrastructure Improvements to establish unified system of pedestrian area improvements and a network of public infrastructure to support ultimate development.
 - Establish Local Improvement District (LID) to prepare Corridor Specific Plan
 - Prepare Corridor Specific Plan and LID Improvement Plan and Cost Estimates
 - Fund capital improvements
 - Levy Assessments and construct public areas and infrastructure improvements

Circulation Element – On-going/In Process:

- Implement Pedestrian/bicycle pathway system and connections in conjunction with Trails and Urban Pathways planning and the Sedona Community Plan.
- Implement off-highway connections in west Sedona.
- Support connections provided in conjunction with private development, consistent with the Sedona Highway Corridor Assessment, Off-Highway Circulation Study and Sedona Community Plan.
- Evaluate and incorporate future City funded projects into the Flexible Capital Budget; initiate preliminary design
- Acquire necessary right-of-way for City funded projects.
- Design, construct, implement connections and traffic calming as needed (on-going)
- Implement access Control and TSM improvements on SR 89A
- Detailed evaluation of median placement, participation of commercial property owners
- Design, construct medians
- Implement other TSM improvements (on-going)
- Implement new traffic signals; realign intersections as warranted.
- Complete Shuttle Transit Feasibility Study. Evaluate specific implementation needs based on the results.

REGIONAL COORDINATION VISION

Foster a harmonious interaction with the communities and rural areas in the Sedona area, and work toward the mutual support of a regional growth management policy based on needs, goals, assets and resources.

GOAL 1.0 **Ensure that Verde Valley communities do not grow together and that significant open spaces are maintained between communities and along highway corridors and identify other priority areas that should be preserved as open space in the Valley.**

Objectives/Policies

- 1.1 Participate in the preparation of a regional open space plan for the Verde Valley.
- 1.2 Formulate an implementation strategy for preservation and acquisition of priority open space lands.

GOAL 2.0 **Work with both counties, Verde Valley Communities and the US Forest Service to establish a regional plan to manage regional growth.**

Objectives/Policies

- 2.1 Maintain regular communications and conduct regular meetings with Verde Valley planning staff, Planning and Zoning Commissions and stakeholders. Continue to evaluate other regional plans and models and processes of regional cooperation for concepts that have proven effective for problems identified in the Verde Valley region.
- 2.2 Refine a scope of work and pursue commitment of resources to complete the planning effort.

Goal 3.0 **Ensure preservation and protection of regional scenic and environmental quality through regional cooperation.**

Objectives/Policies

- 3.1 Encourage the US Forest Service to acquire sensitive, high priority "Red Cliff"/"Dry Creek" area parcels within the area through means other than land exchange or support an even-density exchange, if a Sedona-area land exchange becomes necessary. Support other Amendment 12 policies regarding preservation of National Forest lands in the Sedona area.
- 3.2 Work with the US Forest Service to find the most benign methods to use in reducing

the risk of fire while preserving and protecting regional air quality. (see *Environmental Planning Element*)

- 3.3 Work with ADOT and Verde Valley/Sedona Transportation Planning Organization to seek alternatives for transportation improvements that have the least environmental impact.
- 3.4 Work with Yavapai County and Big Park Area Planning groups to develop architectural/design review and development standards that maintain sensitivity to the surrounding natural environment within the Sedona area.
- 3.5 Provide comments to appropriate jurisdictions regarding potential environmental impacts for projects outside the City limits within the Sedona area.

GOAL 4.0 Maintain good communication between communities and public agencies within the region.

Objectives/Policies

- 4.1 Actively promote formalized interaction among elected officials, staff and citizens of the Verde Valley as a forum for exchange of information, discussions of mutual problems, and the seeking of solutions.
- 4.2 Include the US Forest Service in all planning activities that affect their management area and work to establish common goals.
- 4.3 Continue to support regular Verde Valley Forums to keep the level of interest high for regional planning in the Verde Valley.
- 4.4 Continue to support regular Verde valley Transportation Organization (VVTPO) meetings to review and discuss circulation issues and regional transportation plans.

GOAL 5.0 Establish a shuttle transit system in the Sedona area and support a regional commuter system to serve the needs of residents, employees and visitors.

Objectives/Policies

- 5.1 Define the existing and future transportation needs as they may relate to transit for residents, employees and visitors of the Verde Valley.
- 5.2 Conduct a study to determine the feasibility of instituting a shuttle transit system and related parking facilities in the Sedona area, and its cost-effectiveness.
- 5.3 Evaluate the cost of implementing a phased shuttle transit system in Sedona and the Verde Valley, and identify roles of the public and private sector for implementation.

Regional Coordination Element – Future Actions

1. Prepare a Regional Water Resource Study and comprehensive groundwater database through cooperation with other agencies and water companies.
2. Formulate and implement a regional water management program to ensure adequate water supply for both existing and future water users. An effective water management program should consider both water supply and demand management programs. Water management programs should provide a stable institutional structure that brings certainty to water resource issues. Groundwater right holders must implement long-range plans. This can be accomplished within a structure that provides regulatory stability. Management programs should be clear and free of ambiguity.
3. Continue to participate in the Verde Valley regional Open Space planning effort and support the use of the "Open Space issues and Challenges" report as a resource in development of a regional open space plan (see *Open Space Element*). Assist in the formulation of implementation strategies for the preservation and acquisition of priority open space lands in the Verde Valley. Coordinate with other Verde Valley jurisdictions in the planning and development of regional parks and recreational facilities.
4. Participate in the preparation of a regional plan to effectively manage regional growth and enhance communication and services throughout the region.
 - Maintain regular communications and conduct regular meetings with Verde Valley Planning staff, Planning and Zoning Commissions, VVTPO, Yavapai County Water Advisory Committee and other stakeholders. Continue to evaluate other regional plans and models that have proven effective..
 - Refine scope of work and pursue commitment of resources to complete the planning effort.
5. Coordinate with other Verde Valley jurisdictions to define and evaluate public, recreational and open space needs on State Trust lands between Cottonwood and Sedona and pursue strategies to acquire, and/or reserve these lands for these purposes.
6. Pursue a policy for City review of projects outside the City limits within the Sedona area.

Regional Coordination Element – On-going/In process:

- Support and coordinate tourism management efforts in carrying out USFS strategies for interpretation and communication with visitors and residents.
- Improve communication and cooperation between the City and USFS to work toward the common goal of preserving the scenic and environmental quality of the Sedona region.
 - Achieve a mutually-supported and coordinated strategy regarding the "Red Cliffs"/"Dry Creek" proposed acquisitions.

- Maintain Open Space within the City as supported in the Community Plan and in the Forest Plan update.
 - Preserve Open Space throughout the Sedona area and adjacent to the City.
 - Coordinate objectives and strategies of the Sedona Community Plan and the National Forest Plan for the Sedona area.
 - Regularly meet to discuss joint planning issues and joint maintenance opportunities
- Complete Shuttle Transit Feasibility Study. Evaluate specific implementation needs based on results.

OPEN SPACE VISION

Ensure that a significant amount of open space will be a strong determining factor in the character of Sedona and the Verde Valley region. Maintain the value of Sedona's scenic and natural resources, including the protection and integration of open space as key elements of our economic strength and quality of life. In addition to open space preservation, a comprehensive system of parks and trails should be established to meet the recreational needs of the community and to provide access to open space areas for the enjoyment of the public.

GOAL 1.0 Work with the USFS to ensure the preservation and stewardship of National Forest lands within the City and the greater Sedona area. (see also *Land Use Element*)

Objectives/Policies

- 1.1 Support the policy of Amendment 12 of the Coconino National Forest Plan that does not allow for the disposal of National Forest lands within or adjacent to the City except for the Chapel, the current USFS headquarters and public uses of up to 10 acres or for resolution of encroachment issues. Identify specific public/semi-public needs and infrastructure through City/community/USFS coordination and cooperation that could be considered by the USFS in accordance with this policy or as a limited exception to this policy.
- 1.2 Encourage the US Forest Service to acquire sensitive, high priority "Red Cliffs"/Dry Creek" area parcels within the area through means other than land exchange or support an even-density exchange, if a Sedona-area land exchange becomes necessary.
- 1.3 Maintain the lowest residential densities and least intensive commercial uses adjacent to the National Forest to help minimize residential and commercial impacts on forest lands and habitat which will enhance the ability of the USFS to more effectively manage and maintain the "urban interface area" as open space.
- 1.4 Identify uses and development standards appropriate for private lands in the urban interface with the National Forest and identify other methods of protecting the wildland character of National Forest lands adjacent to private development.
- 1.5 Discourage unregulated access to National Forest lands from residential areas and encourage access from designated trail heads and neighborhood links as recommended in the City Trails and Urban Pathways Plan.

GOAL 2.0 Preserve open space along the highway corridors within the City.

Objectives/Policies

- 2.1 Prepare a specific area plan for the SR 179 corridor through dialogue with Arizona Department of Transportation to pursue SR 179 improvements that result in maximum preservation of natural vegetation and open space (see *Circulation Element*).
- 2.2 Support the reservation of open space in development/re-development projects in commercial areas and along SR 89A.
- 2.3 Prepare specific plans for the SR 89A corridor that identify specific parcels or areas that should be reserved as open space in conjunction with development/re-development projects.

GOAL 3.0 Provide and maintain an open space network of City-owned and private lands throughout the community.

Objectives/Policies

- 3.1 Identify and prioritize scenic assets and sensitive lands that should be preserved including major topographic features, natural vegetation, drainage ways, wildlife habitat and travel corridors, riparian areas and vista corridors.
- 3.2 Encourage the preservation and connection of open spaces within future developments.
- 3.3 Develop community support for an open space preservation and acquisition program to plan, prioritize, acquire and manage open space.

GOAL 4.0 Develop parks and recreation facilities and an interconnected system of trails and urban pathways to meet the community's recreational needs and provide access to open space.

Objectives/Policies

- 4.1 Plan, prioritize, design and construct parks and recreation facilities in relation to citizen activity interests, appropriate educational facilities, population growth and composition and user demand.
- 4.2 Require future residential and non-residential land uses to incorporate non-motorized bikeways, trails, trailheads and pathways facilities in accordance with the adopted Trails and Urban Pathways Plan. Encourage the development of shared parking facilities at future trailhead sites to minimize costs and development on National Forest lands.

- 4.3 Implement future residential and non-residential land uses that incorporate public parks where recommended in accordance with existing and future Parks planning.
- 4.4 Enhance citizen/visitor enjoyment of Sedona's natural features through the development of pedestrian, bicycle and equestrian trails and trail heads linking parks, open space and activity centers.
- 4.5 Integrate Sedona's heritage into the development of park sites and recreational facilities, as appropriate.
- 4.6 Explore further development of partnerships with local school districts and private interests for the joint use of recreational facilities for the ultimate benefit of all.
- 4.7 Utilize the adopted City Trails and Urban Pathway Plan as an overlay tool in planning new development within the City. Developers should provide walking/bike paths and the easements necessary to access the National Forest in accordance with this Plan.
- 4.8 The Parks and Recreation Commission should assist in identifying quality of life issues and become an advocate for enhancing the community's recreational opportunities.

GOAL 5.0 Seek sufficient resources to support the improvement, maintenance, and operation of existing parks and trails, and the planning, acquisition and development of future parks, recreation facilities, open space, non-motorized bikeways and trails.

Objectives/Policies

- 5.1 Monitor the availability of state and federal funding and apply for grants, as appropriate, to supplement the financing of acquisition and recreational facility development.
- 5.2 Work with the Sedona City Council to insure local public funding support for recreational facility development.
- 5.3 Solicit private funding assistance for acquisition and development, and encourage the exaction or alternative strategies such as land dedications, easements, the formation of a parks foundation, and coordination with land trusts to supplement other traditional funding mechanisms.
- 5.4 Work with governmental, volunteer and private organizations to develop an Adopt-a-Trails/Park program to help facilitate the maintenance of current and future trails and parks.

GOAL 6.0 Ensure that Verde Valley communities do not grow together and that significant open spaces are maintained between communities and along highway corridors and identify other priority areas that should be preserved as open space in the Valley.

Objectives/Policies

- 6.1 Participate in the preparation of a regional open space plan for the Verde Valley.
- 6.2 Formulate an implementation strategy for preservation and acquisition of priority open space lands.

Open Space Element – Future Actions

- 1. Prepare a specific area plan for the SR 179 corridor through dialogue with Arizona Department of Transportation to pursue SR 179 improvements that result in maximum preservation of natural vegetation and open space. Evaluate potential creek area park sites and acquisition opportunities (see *Circulation Element*) (2002-03 Work Program).
- 2. Develop an implementation plan to ensure trailhead access on the 7-acre Soldier Pass State Trust Land parcel that can eventually link to the USFS trail system. Obtain the necessary pedestrian easements from adjoining residential property to complete this trail linkage.
- 3. Pursue appropriate mechanisms/programs to preserve undeveloped State Trust Lands within the City as open space.
- 4. Participate in the Verde Valley regional open space planning effort and support the use of the "Open Space Issues and Challenges" report as a resource in development of a regional open space plan. Assist in the formulation of implementation strategies for the preservation and acquisition of priority open space lands in the Verde Valley. Coordinate with other Verde Valley jurisdictions in the planning and development of regional parks and recreation facilities.
- 5. Prepare specific plans for the SR89A corridor that identify specific parcels or areas that should be reserved as open space in conjunction with development/re-development projects or that could be acquired for open space preservation.
- 6. Prepare a land acquisition and easement plan for trails, trail access and right-of-way based on the adopted Trails and Urban Pathways Plan. A higher priority should be placed on easement acquisition while opportunities still exist.
- 7. Work with the community to plan and create an Oak Creek Creekwalk for the benefit and enjoyment of the visitors and citizens of Sedona. Include the Oak Creek Creekwalk in the adopted Trails and Urban Pathways Plan. (2002-03 Work Program)

8. Evaluate the development review, zoning, conditional use permit and subdivision application process to provide a mechanism to require the development of trails, trail access points and trail heads in accordance with the Trails and Urban Pathways Plan and Vision.
9. Work with the USFS to develop a cooperative management, maintenance and monitoring agreement/strategy that articulates responsibilities for education, enforcement of USFS and City regulations on private lands and the "Neighborwoods" urban interface zone of the National Forest. Examples include education regarding "invasive species" management and fuel reduction techniques, requirements of lands surveys and marked boundaries for private development adjacent to National Forest prior to construction. The Soldier Wash area should be considered a high priority for mitigation of urban pedestrian impacts.
10. Work with local neighborhoods and homeowner associations in the acquisition of pedestrian right-of-way along private streets to provide neighborhood links to USFS trails in accordance with the Trails and Urban Pathways Plan.
11. Develop partnerships with volunteer organizations and other groups to assist in joint management activities. Work with governmental volunteer and private organizations to develop an "Adopt-a-Trails" program to help maintain trails and parks.
12. Develop a City-wide open space preservation/acquisition program to plan, prioritize, acquire and manage open space.
13. Work with the USFS in the evaluation of appropriate locations and mitigation strategies for identified public/semi-public needs that might eventually be located on National Forest lands.
14. Evaluate criteria and findings for granting administrative waivers and variances on properties adjacent to National Forest to minimize building encroachments into established setbacks.
15. Coordinate with other Verde Valley jurisdictions to define and evaluate public, recreational and open space needs on State Trust lands between Cottonwood and Sedona and pursue strategies to acquire, and/or reserve these lands for these purposes.
16. Explore further development of partnerships with local school districts and private interests for the joint use of recreational facilities for the ultimate benefit of all.

Open Space Element – On-going:

- Implement a City Park and Recreation Facility Capital Development Program to develop a comprehensive, yet diverse, recreational network that is accessible to, and meets the needs of all Sedona residents and visitors. Utilize the Parks, Recreation, Trails and Non-Motorized Bikeways Element of the Community Plan, establish an Implementation Program that address:
 - funding
 - location

- acquisition
 - detailed programming
 - construction
 - maintenance
 - prioritization/phasing
- Review annually during Flexible Capital Budget process
- Implement trail location, acquisition, development and maintenance program to link the park system neighborhoods, public facilities and commercial areas, and provide for a non-vehicular mode of circulation throughout the community. Utilize the Parks, Recreation, Trails, and Non-Motorized Bikeways Element of the Community Plan, the Trails and Urban Pathways Plan and the Red Rock Trail System Sign Plan. Utilize the Parks, Recreation, Trails, and Non-Motorized Bikeways Element of the Community Plan, and establish an Implementation Program that addresses:
 - funding
 - location
 - acquisition
 - detailed programming
 - construction
 - maintenance
 - prioritization/phasing
- Review annually during the Flexible Capital budget process
- Continue to solicit private funding assistance for acquisition and development and encourage the exaction or alternative strategies such as land dedications, easements, the formation of a parks foundation and coordinate with land trust to supplement other traditional funding mechanisms.
- Maintain open and regular joint communication on local and regional planning issues and the achievement of common goals, objectives and strategies of the Sedona Community Plan and the Forest Plan.
- Continue to work with the USFS to acquire sensitive, high priority "Red Cliffs/Dry Creek" area parcels through means other than land exchange or support an even-density exchange, if necessary.

ENVIRONMENTAL QUALITY VISION

Preserve Sedona's natural beauty, environmental quality and vital natural resources through appropriate stewardship of the land, ensuring visual and physical harmony between the natural and manmade environment.

GOAL 1.0 Ensure the maintenance of high air quality standards in the community and the region.

Objectives/Policies

- 1.1 Encourage methods for decreasing automobile dependence in the community including the promotion of pedestrian, bicycle and transit modes of transportation.
- 1.2 Encourage land use patterns and off-highway traffic circulation that provides access to commercial areas from residential neighborhoods to reduce stop and go travel on the highway.
- 1.3 Ensure that woodburning stoves and fireplaces do not contribute to air quality problems in Sedona.
- 1.4 Encourage and regulate where possible, the reduction of air pollutant emissions from businesses.
- 1.5 Work with US Forest Service to find the most benign methods to use in reducing the risk of fire while preserving and protecting regional air quality.
- 1.6 Evaluate the preparation of regulations to require "stage two" recovery for gasoline fumes relative to EPA provisions for compliance.
- 1.7 Cooperate and participate in regional planning to ensure high air quality in the Verde Valley.
- 1.8 Monitor and enforce air quality standards during construction of projects within the City.

GOAL 2.0 Maintain high water quality for Oak Creek and other surface and groundwater resources.

Objectives/Policies

- 2.1 Support the Arizona Department of Environmental Quality in its requirement that there be no additional effluent and other discharges into Oak Creek.
- 2.2 Evaluate the feasibility and possible development of a wellhead protection program

in conjunction with the Arizona Department of Environmental Quality and private water companies.

- 2.3 Prepare and implement a comprehensive storm water drainage plan and work with the Environmental Protection Agency to establish a storm water master plan and management/pollutant monitoring program in compliance with National Pollutant Discharge Elimination System (NPDES) standards.
- 2.4 Prepare a comprehensive floodplain management system for Sedona.
- 2.5 Cooperate and participate in regional planning to ensure high water quality for both surface and subsurface water resources.
- 2.6 Employ best management practices for stormwater pollution control during construction of projects within the City.
- 2.7 Review recommendations from Section 206 of the Federal Flood Control Act and pursue Federal funding available for implementing these recommendations.
- 2.8 Support residential re-development out of floodway areas.

GOAL 3.0 Minimize the negative noise and view impacts of development on the natural environment.

Objectives/Policies

- 3.1 Continue to support development of regulations that protect dark night skies.
- 3.2 Continue to implement programs to achieve burial of overhead utility lines. Encourage the use of existing utility corridors wherever possible.
- 3.3 Continue to mitigate the effects of vehicular, construction and mechanically-generated noise on the community.
- 3.4 Continue to participate with and support the efforts of the Sedona Citizens Noise Abatement Committee in working with the Airport Administration to address aircraft noise and air traffic issues.
- 3.5 In order to provide alternatives to air tours as a source of revenue for the airport, the City should work with the Airport Administration in identifying, evaluating and determining under what conditions non-aeronautical uses at the airport can be supported, including compatibility with the existing and future traffic circulation system.

- 3.6 Evaluate and adopt new regulations for cell towers through coordination with the US Forest Service.
- 3.7 Mitigate the visual impacts of facilities, structures, utilities and mechanical installations through appropriate screening and locational criteria.

GOAL 4.0 Encourage conservation and protection of native wildlife and vegetation habitats.

Objectives/Policies

- 4.1 Inventory community wildlife resources and habitat areas and create a critical ecological habitat map to be used as a planning tool.
- 4.2 Promote regulations that require greater retention of existing native vegetation for new development projects and coordinate with the USFS in the evaluation of a potential program/policies regarding invasive weeds.
- 4.3 Promote the use of native low water use vegetation, especially drought tolerant plants in landscaping and discourage the inappropriate use of vegetation unsuited to Sedona's dry climate (e.g. riparian species in non-riparian areas).

GOAL 5.0 Promote compatibility between businesses and the natural environment.

Objectives/Policies

- 5.1 Maintain design and land use intensity guidelines appropriate to the natural environment.
- 5.2 Require future land development practices to be compatible with the existing topography, vegetation and scenic vistas.
- 5.3 Retain, encourage and plan areas for "environmentally clean" commercial and other employment uses that meet economic development goals and are compatible with adjacent land uses and the natural environment.
- 5.4 Encourage businesses to utilize recycled materials.

GOAL 6.0 Establish Sedona as a model community in terms of energy efficiency and conservation of natural resources.

Objectives/Policies

- 6.1 Evaluate existing community energy demands on a comprehensive basis (light, heat, transportation, etc.) to identify inherent systematic and operational inefficiencies as

well as recommendations for better energy resource utilization.

- 6.2 Identify and require more energy-efficient site design and construction techniques.
- 6.3 Promote the use of passive solar energy and other alternative energy sources to light and heat residential and non-residential structures.
- 6.4 Develop methods to protect access to incident solar energy in future development.
- 6.5 Identify and implement ways to reduce transportation-related fuel consumption.

GOAL 7.0 Support the Community with an efficient and comprehensive plan for management of solid waste, including a recycling program.

Objective/Policies

- 7.1 Obtain a waste stream analysis for Sedona, and make appropriate recommendations for source reduction, reuse and recycling.
- 7.2 Develop community composting facilities.
- 7.3 Commit to a target and timetable for reducing the waste stream substantially.
- 7.4 Implement a resource recycling education program which emphasizes the importance of waste reduction, reuse and recycling.
- 7.5 Provide recycling opportunities for visitors.
- 7.6 Encourage a "buy recycled" campaign to help create markets for recycled materials.
- 7.7 Encourage local and regional businesses which use post-consumer recycled materials, especially those recovered from the local waste stream.

GOAL 8.0 Maintain existing drainage ways in their natural condition and maximize their potential benefits to the community.

Objectives/Policies

- 8.1 Identify drainage ways with potentially significant hydrologic, topographic, wildlife habitat, scenic resource, recreational and open space values for future preservation and community use.
- 8.2 Integrate natural drainage ways, open space and recreation resources into a comprehensive system.

Environmental Planning Element – Future Actions

1. Create a native plants ordinance to preserve more existing native vegetation and trees within new development projects where possible and coordinate with the USFS in the evaluation of a potential program/policies regarding invasive weeds. (2002-03 Work Program). Educate citizens on the importance of preserving and/or planting native, drought-tolerant vegetation and encourage local nurseries to carry a greater selection of native plants.
2. Prepare and implement a comprehensive storm water drainage plan and work with EPA to establish a management and pollution monitoring program that complies with NPDES standards.
3. Evaluate and possibly adopt regulations requiring new commercial and multi-family development to place overhead electrical lines underground as part of the City's development review process. Evaluate the City's ability to require undergrounding of utilities in established residential neighborhoods. The required use of self-weathering steel, rather than galvanized poles should also be evaluated.
4. In order to provide alternatives to air tours as a source of revenue for the airport, the City should work with the Airport Administration in identifying, evaluating and determining under what conditions non-aeronautical uses at the airport can be supported, including compatibility with the existing and future traffic circulation system. Future Community Plan amendment considerations may include a examples of compatible uses at the airport that could guide the creation of an airport zone that addresses specific uses and development standards for non-aeronautical uses at the airport.
5. Prepare a comprehensive floodplain management system for Sedona.
6. Prepare a new ordinance or incentive program to restrict woodburning fireplaces in new construction. Evaluate past and present particulate levels, building permit data and other communities' programs in determining the best approach for the City.
7. Develop locational criteria and development guidelines for water storage tanks.
8. Prepare an inventory of wildlife resources and habitat areas and create a critical ecological habitat map to be used as a planning tool.
9. Work with US Forest Service to find the most benign methods to use in reducing the risk of fire while preserving and protecting regional air quality.
10. Evaluate and possibly implement methods for increasing energy efficiency and the conservation of natural resources including a potential community-wide energy code and resource conservation program to encourage energy consciousness from residents, businesses, property owners and developers.

11. Evaluate the feasibility and possible development of a wellhead protection program in conjunction with ADEQ and private water companies.
12. Evaluate the need for a Conservation Element of the Community Plan that would more comprehensively address the issues discussed in the Environmental Planning Element.
13. Evaluate and possibly adopt standards for regulating air pollutant emissions from businesses.
14. Evaluate the preparation of regulations to require "stage two" recovery for gasoline fumes relative to EPA provisions for compliance.

Environmental Planning Element – On-going/In Process:

- Continue to implement the Trails and Urban Pathways Plan and other pedestrian/bicycle improvements (*see also Open Space Element*).
- Continue to pursue a program and commit funding to bury overhead utility lines.
- Complete the Sedona Area Shuttle Transit Feasibility Study. Evaluate specific implementation needs based on results.
- Strengthen and enforce littering and covered load regulations

WATER RESOURCES VISION

Ensure adequate water sources and associated infrastructure to serve the needs of existing and future water users in the City of Sedona.

GOAL 1.0 Support efforts to continue and improve regional cooperation and communication among appropriate agencies and communities in addressing water-related issues.

Objectives/Policies

- 1.1 Support and assist the Yavapai County Water Advisory Committee (WAC) in researching and addressing water-related issues.
- 1.2 Assist the Yavapai County Water Advisory Committee (WAC) in developing a comprehensive water management program, including current conditions water budget and future water needs projections.
- 1.3 Support and participate in the preparation and utilization of a comprehensive database for groundwater supply and quality (Regional Water Resource Study) through cooperation with other appropriate jurisdictions and the local water companies to address the needs of future growth.

GOAL 2.0 Work with private water companies to protect and manage water resources.

Objectives/Policies

- 2.1 Work with appropriate agencies to develop policies, programs and facilities for local water management.
- 2.2 Assist the private water companies in long-range planning efforts, including identifying potential new water well and storage tank sites.
- 2.3 Research the relationship between water supplies and services, land use and growth of the region.
- 2.4 Research water programs to assist in land use decisions that protect water supplies.

Goal 3.0 Encourage and promote water conservation.

Objective/Policies

- 3.1 Work with private water companies in formulating and adopting a community-wide water resource conservation program to encourage conservation consciousness on

the part of Sedona residents, business property owners and developers.

- 3.2 Support conservation and efficient water use in an effort to minimize the need for new water sources.
- 3.3 Provide education for voluntary water conservation. Plan and implement City educational programs and events promoting water conservation.
- 3.4 Partner with community organizations, service groups, and volunteers in conservation educational efforts.
- 3.5 Assist the private water companies in conservation efforts.
- 3.6 Promote the use of native low water use vegetation, especially drought tolerant plants in landscaping and discourage the inappropriate use of vegetation unsuited to Sedona's dry climate (e.g. riparian species in non-riparian areas).
- 3.7 Promote use of water-conserving irrigation in landscaping.
- 3.8 Analyze the costs and impacts of conservation programs to optimize their effectiveness.
- 3.9 Support the recommendations of the Yavapai County Water Advisory Committee that Yavapai County adopt golf course standards that ensure no depletions to the aquifer occur from the irrigation of golf courses and to encourage the use or re-use of effluent (see Appendix - Proposed Golf Course Water Use Regulations).

GOAL 4.0 Develop and implement a program for the reuse of water.

Objectives/Policies

- 4.1 Research and implement programs to increase the use of reclaimed water, gray water and effluent.
- 4.2 Develop incentives to encourage the use of reclaimed water.
- 4.3 Identify potential reclaimed water customers.

Water Element – Future Actions

- 1. Support and participate in the preparation of a Regional Water Resource Study and comprehensive groundwater database through cooperation with other agencies and water companies.
- 2. Support and participate in the formulation and implementation of a regional water management program to ensure adequate water supply for both existing and future water

users. An effective water management program should consider both water supply and demand management programs. Water management programs should provide a stable institutional structure that brings certainty to water resource issues. Groundwater right holders must implement long-range plans. This can be accomplished within a structure that provides regulatory stability. Management programs should be clear and free of ambiguity.

3. Adopt City-wide golf course standards that ensure no depletions to the aquifer occur from the irrigation of golf courses and to encourage the use or re-use of effluent (adopted).
4. Formulate, adopt and implement a community-wide water resource conservation program to encourage conservation consciousness on the part of Sedona residents, business, property owners and developers. Water Conservation tools to consider include:
 - Water conserving designs
 - Use of low water use/drought tolerant plants
 - Reduction of high water using turf or plants
 - Incorporation of rainwater harvesting techniques
 - Appropriate irrigation methods and water efficient scheduling by plant type, site conditions and seasonal water needs
 - Soil improvement and the use of mulches to retain soil moisture and reduce evaporation
 - Proper maintenance practices
5. Evaluate opportunities that promote the reuse of effluent. Wastewater is the only supply that will grow as the population increases. Expansion of the City's reclaimed water system to serve more irrigation and commercial customers should be explored by the City.
6. Evaluate potential aquifer recharge techniques.
7. Evaluate the need for a Conservation Plan Element of the Sedona Community Plan to establish comprehensive strategies for community flood control, pollution prevention and control, soil erosion, watershed protection, stream protection and other natural resources conservation.
8. Investigate acquisition of private water companies.

COMMUNITY FACILITIES, SERVICES & RECREATION VISION

Achieve a creative, orderly, efficient, community facilities, services and recreational framework that meets the needs of all age groups. Through enhanced community awareness and a spirit of volunteerism, community facilities can be sensitively and successfully integrated into the natural environment with necessary services implemented at the lowest possible cost to the general public.

GOAL 1.0 Provide community facilities and services which serve the needs of residents and visitors while respecting the environment.

Objectives/Policies

- 1.1 Designate areas where community facilities and services exist, or can be reasonably provided.
- 1.2 Provide cost-effective community facilities, services and recreation that meet the needs of the City, including but not be limited to parks and recreation, police and fire protection, wastewater system, drainage system, storm-water management system, power, communications, and solid waste and recycling system.

GOAL 2.0 Ensure a high level of public health and safety.

Objectives/Policies

- 2.1 Maintain a high level of public safety in Sedona that is commensurate with population growth and tourist visitation, in a cost effective manner.
- 2.2 Work with the appropriate agencies to maintain a high level of fire and police protection and health care services commensurate with growth in resident and visitor population in a cost effective manner.
- 2.3 Implement Land Development Code provisions that allow for a comprehensive signage program to provide direction and public information for residents and tourists.
- 2.4 Support residential re-development out of floodway areas.

GOAL 3.0 Provide for effective, safe, efficient, and economical wastewater disposal and water supply and distribution systems.

Objectives/Policies

- 3.1 Continue to construct a wastewater treatment system and maximize the potential for reuse of effluent and aquifer recharge.

- 3.2 Encourage local water companies to identify and correct systematic and operational deficiencies and ensure maintenance of a comprehensive water distribution system that provides a high quality, safe and plentiful supply of potable water for all residents and businesses of Sedona, as well as for fire protection services.
- 3.3 Retro-fit water systems for fire protection through formation of special improvement districts and private/public partnerships.

GOAL 4.0 Develop indoor and outdoor parks and recreation facilities to be conveniently located and designed so as to be adaptable to changes in the population, are accessible to all, regardless of race, physical ability and economic status, and provide beauty and functional efficiency to complement both City's natural environment and the needs of its school districts and citizens.

Objectives/Policies

- 4.1 Plan, prioritize, design and construct parks and recreation facilities in relation to citizen activity interests, appropriate educational facilities, population growth and composition and user demand.

GOAL 5.0 Serve all citizens throughout the year with a variety of recreation program opportunities in which to enrich their lives through the use of areas and facilities, leadership resources, and special guidance or assistance services for individuals and groups.

Objectives/Policies

- 5.1 Assist citizens in identifying desirable recreation activities.
- 5.2 Develop indoor and outdoor facilities and program activities that help citizens develop skills in leisure time living that help raise their level of health, fitness and happiness.
- 5.3 Plan for and conduct community-wide events that serve Sedona's citizens and visitors alike.
- 5.4 Aid in developing Community stability by providing an environment that is conducive to wholesome living and Community life.
- 5.5 The Parks and Recreation Commission should assist in identifying quality of life issues and become an advocate for enhancing the community's recreational opportunities.

GOAL 6.0 Seek sufficient resources to support the improvement, maintenance, and operation of recreation facilities and the planning, acquisition and development of these facilities.

Objectives/Policies

- 6.1 Monitor the availability of state and federal funding and apply for grants, as appropriate, to supplement the financing of acquisition and recreational facility development.
- 6.2 Work with the Sedona City Council to insure local public funding support for recreational facility development.

GOAL 7.0 Implement alternative funding mechanisms to pay for needed capital improvements.

Objectives/Policies

- 7.1 Form special improvement districts to provide for improvements such as utility undergrounding, uptown parking, storm drainage and water system upgrades in specific areas.
- 7.2 Evaluate public/private partnerships, private foundations and support on-going development agreements.
- 7.3 Explore alternative tax options.

GOAL 8.0 Encourage the development of recreational facilities, meaningful public service, and job opportunities for youth.

GOAL 9.0 Encourage high standards in ethics and morality for all citizens, with a special emphasis on the City's youth.

GOAL 10.0 Encourage a climate of acceptance for the free exercise of a wide diversity of religious and spiritual activities.

GOAL 11.0 Provide sufficient resources to evaluate operate and satisfactorily maintain City streets, storm drainage facilities, wastewater facilities, buildings, parks and other infrastructure that are intended for continued use.¹

Objectives/Policies¹

¹ Amended by City Council on January 10, 2006, Resolution #2006-05

- 11.1 Maintain a current inventory of City infrastructure.
- 11.2 Develop an inspection program with the aim of evaluating and rating the condition of City infrastructure. The evaluation criteria and ratings shall be appropriate for the type of infrastructure.
- 11.3 Develop a preventative maintenance program aimed at maintaining City infrastructure at or above designated ratings.
- 11.4 Develop criteria for determining facility replacement needs based upon cost to maintain, legal requirements and/or feasibility of maintenance.

Community Facilities, Services & Recreation – Future Actions

- 1. Jointly work with potential medical service providers to program, plan and locate future Sedona medical and related facilities to serve the needs of all community members.
- 2. Work with the Sedona Fire Department to update their Master Fire Facilities and Services Plan to ensure that adequate fire protection is provided to all City residents and businesses.
- 3. Jointly work with the Sedona Library Board to determine appropriate adjacent land uses and the coordination of a multi-modal (i.e., vehicular, shuttle transit, bicycle, pedestrian) circulation system to access the library.
- 4. Initiate and implement a phased City Park and Recreation Facility Capital Development Program to develop a comprehensive, yet diverse, recreational network that is accessible to, and meets the needs of all Sedona residents and visitors.
- 5. Explore further development of partnerships with local school districts/private interest for the joint use of recreational facilities available to all citizens.

COST OF DEVELOPMENT VISION

To fairly apportion the costs of development by ensuring that development pays its "fair share" of the costs of additional public service facilities and needs generated by new development.

Goal 1.0 Ensure that City services, facilities, equipment and infrastructure properly serve the community in a manner that enhances quality of life, optimizes existing facilities, and provides for future needs.

Objectives/Policies

- 1.1 Identify levels of service indicators for the delivery of City services that reflect the typical experiences of residents and visitors.
- 1.2 Maintain adequate levels of City facilities and services for existing and new development.
- 1.3 Identify strategies for redevelopment and enhancing existing service delivery for City residents and visitors.
- 1.4 Identify and use a variety of sources to finance necessary City services, facilities, equipment and infrastructure that meet community needs.
- 1.5 Continue to implement the City's Flexible Capital Budget program annually.
- 1.6 Form special improvement districts to provide for improvements such as utility undergrounding, and storm drainage upgrades in specific areas.
- 1.7 Encourage dedication of open space, parks and park sites in conjunction with development.
- 1.8 Evaluate public/private partnerships, private foundations and support on-going development agreements.

GOAL 2.0 Ensure new development pays its fair share of municipal costs necessary to support impacts created by new development.

Objectives/Policies

- 2.1 Continue to require new development pay for its fair, proportionate share of service and infrastructure costs through development agreements, development impact fees, community facilities districts and other appropriate methods.
- 2.2 Periodically review and adjust as necessary the City's development impact fees

ordinance to insure that the City collects sufficient monies to construct additional infrastructure needed to serve new residents and businesses developing in Sedona.

GOAL 3.0 Coordinate with non-municipal utility providers to ensure adequate services are provided for existing users as well as new development.

Objectives/Policies

- 3.1 Work with non-municipal utility providers to ensure adequate levels of service and upgrade services for new development as necessary.
- 3.2 Coordinate with non-municipal utility providers in the planning of new facilities/corridors and upgrade and/or expansion of existing facilities.

GOAL 4.0 Actively coordinate with local school districts, charter schools and institutions of higher learning in the planning, construction and rehabilitation of facilities.

Objectives/Policies

- 4.1 Maintain open lines of communication between the City, developers and schools.

ECONOMIC DEVELOPMENT

GOALS

- Establish an on-going, effective local program and public/private partnership responsible for economic development in Sedona.
- Provide an appealing visitor experience sensitive to visitor and community needs and conducive to extended stays.
- Support and promote a thriving arts and culture industry within the Sedona area.
- Develop a strong Business Services and Information (BS/I) industry within the Sedona area that is compatible with Sedona's unique quality of life and creates higher paying skilled jobs.
- Strengthen and expand the local health care industry, recruit supportive health and biomedical businesses, and recruit appropriate research and development facilities in the Sedona area.
- Protect and enhance the Sedona area's unique quality of life.
- Improve the information and communication infrastructure within the Sedona area which is crucial for residents and businesses.
- Identify the technological infrastructure needed to support the existing and new businesses that will use it by June 1995 and to implement its installation by 1996.
- Bring Sedona area's infrastructure up to the standard that meets current and future residents and business needs.
- Ensure that the Sedona area remains competitive from a tax and regulation standpoint.
- Provide a quality workforce that meets the managerial, technical, administrative, professional, entrepreneurial, entry-level and labor needs of the local economy.
- Ensure that local existing and new businesses have access to capital for development and expansion.

TOURISM

GOAL 1.0 Maintain the value of Sedona's small town character, scenic beauty and natural resources which are the foundation of our economic strength and quality of life.

Objectives

- 1.1 Develop a comprehensive education and information program as a means to help educate visitors and residents.
- 1.2 Develop a comprehensive education and information program as a means to help educate retail and service industry employees.

GOAL 2.0 Ensure the quality of the visitor experience.

Objectives

- 2.1 Create a Strategic Plan to guide the development of a comprehensive Visitor Management Program. Promote the regional development of appropriate locations for tourist information services to serve visitors to the Verde Valley and the Sedona area.
- 2.2 Utilize the Arizona Council for the Enhancement of Recreation and Tourism (ACERT) for cooperative regional tourism planning and management.

GOAL 3.0 Ensure the sustainability of the community's economic health.

Objectives

- 3.1 Develop and support economic development strategies that build on Sedona's natural and cultural resources.

Tourism – Future Actions

1. Develop a Strategic Plan to guide the development of a comprehensive Visitor Management Program.
2. Create an educational program for residents and retail/service employees to increase awareness of the importance of providing positive interactions and quality services.
3. Develop a comprehensive visitor educational and information program, stressing the community vision of conservation and protection of our natural and archeological resources.
4. Create Visitor Information Centers. Support the efforts of the US Forest Service to implement the Visitor Information Services Strategy, by incorporating Welcome Centers, Multi-Faceted Visitor Information Centers and Interpretive/Education Centers in various key-locations throughout the Sedona area.
5. Support the efforts of the Focused Future's Sedona Area Action Plan, Visitor Hospitality and Experience.

HISTORIC PRESERVATION

GOAL 1.0 Develop a sense of historic pride within the Community.

Objectives/Policies

- 1.1 Continue to recognize Historic Landmarks and Historic Districts through designation, and through other public activities such as celebrating Historic Preservation Week each year and in other programs with the Sedona Historical Society, the Chamber of Commerce, and the Sedona Main Street Program
- 1.2 Maintain the Historic Property Register and the Historic Resource Survey as current reference resources.
- 1.3 Develop compatible use opportunities for historic structures (e.g. limited bed and breakfast, museum) as preservation incentives.
- 1.4 Pursue the nomination of identified properties for National Historic Register designation.
- 1.5 Participate in the development of Uptown design review guidelines.

GOAL 2.0 Develop Incentives for the owners of Historic Properties

Objectives/Policies

- 2.1 Participate in any City effort to establish a process or ordinance for transfer of development rights.
- 2.2 Develop a public-private partnership fund to be used to offer grants or even purchase significant historic properties in crisis.
- 2.3 Develop and distribute information to assist property owners with the preservation of historic resources, that information to include brochures on economic incentives, how to navigate the Certificate of Appropriateness process, and other things.
- 2.4 Work cooperatively with Yavapai and Coconino Counties to develop a property tax relief program for properties with a Sedona Landmark status.

GOAL 3.0 Cooperate with other jurisdictions and the private sector to provide continuing protection for the US Forest Service historic properties.

Objectives/Policies

- 3.1 Familiarize the Commission with the anticipated process for Forest Service relocation.
- 3.2 Work with the Forest Service to develop strategies which incorporate historic preservation concerns.

Historic Preservation Element – Future Actions

1. Architectural review for quality and compatibility in historic areas. Strategies to address the on-going historic architectural review process and procedures include:
 - Maintain and regularly update the inventory of historic sites and structures in Sedona.
 - Establish a set of comprehensive criteria (e.g. color, materials, textures, site planning techniques) to evaluate the proposed rehabilitation and/or modification of historic structures.
 - Establish a set of comprehensive criteria (e.g. height, bulk, materials, color, transparency, floor area ratios, exterior building façade rhythm, etc.) to evaluate proposed new development affecting historic structures or sites.
 - Establish criteria for change of land use (e.g. limited bed and breakfast, museum) on historic sites that would be compatible with historic preservation objectives.
 - Establish and maintain a reference library of restoration techniques and materials, successful Sedona historic preservation projects, skilled local crafts people, etc. for use by those planning historic preservation projects, or new development potentially affecting historic sites and structures.
2. Impact of growth on historic and cultural resources. Strategies to address protecting and preserving cultural resources in the planning and construction of new projects in Sedona include:
 - Require property owners and/or developers to indicate in their rezoning application, subdivision application or site plan review application whether any local historic or archaeological sites are on or adjacent to their proposed project.
 - If local historic or archaeological sites exist adjacent to a proposed project, require the property owners and/or developers to indicate how their project would be compatibly designed (incorporating stylistic architectural concepts) or buffered from the cultural

resources. Appropriate techniques to buffer adjacent land uses are described in the *Land Use Element* of the Community Plan.

- Adopt a Heritage Preservation Ordinance consistent with the intent of ARS 41.865 relative to sites proposed for development and thought potentially to include archaeological and cultural resources.
 - Incorporate historic Sedona themes in specific area planning and urban design concepts for community revitalization and development.
3. Uptown Sedona Historic District Designation. Strategies to address the preservation and revitalization of Uptown in a manner which respects the cultural assets located there and maintains Uptown as a major economic element of the community include:
- Designate an Uptown Sedona Historic District, and utilizing the architectural guidelines and review process outlined above to insure that area preservation, revitalization and new development positively contribute to and improve the area's historic character.
 - Adopt an Uptown Overlay District and further refinement of the Uptown/Creek Area planning (see *Land Use Element*) which will establish design guidelines for private development, define an historically-based urban design theme, plan a coordinated parking strategy and encourage the use of alternative modes of transportation (e.g. pedestrian, bicycle, shuttle transit) in conjunction with the Sedona Main Street Program.
 - Target resources from the public sector (e.g. CIP, State and Federal grants) and private sector (e.g. local improvement district) to implement the urban design, parking and transportation elements of the Uptown/Creek Area Plan and Uptown Overlay zone on a phased basis.
4. Promote, Enhance, and Protect Historic Resources. Strategies to promote, enhance and protect historic resources include:
- Inventory historical resources
 - Document their age, size, significance and ownership
 - Accumulate information on style, quality, the interaction of the people who settled here, and how they used those structures
 - Establish incentives for preservation of these resources

ARTS AND CULTURE VISION

Sedona is a unique community, combining opportunities for the appreciation of its spectacular natural landscape with the excellence of its arts and culture experiences, thus contributing to a vibrant economy and the highest quality of life.

GOAL 1.0 Nurture the community's full artistic and cultural potential.

Objectives/Policies

- 1.1 Acting as a catalyst, the Arts and Culture Commission will provide leadership, support and vision to the City in all arts-related activities.
- 1.2 Participate in the planning, programming and development of cultural facilities in Sedona including an indoor state-of-the-art performing arts facility.

GOAL 2.0 Nurture community involvement in the arts.

Objectives/Policies

- 2.1 Utilize the Sedona Arts and Culture Commission as a strong guiding force for artistic and cultural development in the Sedona area.
- 2.2 Plan and promote activities that establish public awareness of art and cultural resources for citizens of all age groups.

GOAL 3.0 Maintain and enhance the area's natural beauty and its artistic and cultural heritage.

Objectives/Policies

- 3.1 Contribute to municipal review and approval of aesthetic, artistic, cultural and historic aspects, which enhance artistic interplay between manmade developments and their environmental settings.
- 3.2 Encourage the incorporation of public art and sensitivity to cultural heritage in the community's growth and development.

GOAL 4.0 Enhance the artistic and cultural influences on all segments of the community.

Objectives/Policies

- 4.1 Promote arts education programs at all levels in the schools of Sedona.
- 4.2 Promote and assist in planning and programming arts and culture activities and facilities (e.g., festivals, performances, etc.).
- 4.3 Promote land use policies that support artists studios.

GOAL 5.0 Maintain supportive interactions with the cultural community.

Objectives/Policies

- 5.1 Facilitate and strengthen communication and cooperation among the various arts and cultural groups in Sedona.
- 5.2 Encourage regular communiqués (e.g., newsletters, calendars, correspondence, posters, etc.) to keep arts and related groups apprised of programs and activities of common interest.

GOAL 6.0 Encourage ongoing financial support for arts and culture activities and related community projects.

Objectives/Policies

- 6.1 Monitor the availability of state and federal funding resources for the arts, and apply for grants, as appropriate, to support Sedona projects.
- 6.2 Encourage local public funding support for arts and culture activities.
- 6.3 Encourage private contributions to support arts and culture activities in Sedona.

Arts and Culture Element – Future Actions

- 1. Promote and develop a creek walk for the City of Sedona
- 2. Re-establish and relocate the community event signage program
- 3. Study the feasibility of an indoor state-of-the-art performing arts facility
- 4. Establish an annual city-wide Arts and Culture Week.

5. Support the re-evaluation of allowable and conditional uses in the Land Development Code that could provide additional opportunities for artists studios.

Arts and Culture Element – On-going:

- Expand the arts and culture grants program.
- Research and implement concepts to enhance the art in Public Places and the Art in Private Development programs
- Enter into a public/private partnership to continue funding of an Arts Education Coordinator housed at the School District to coordinate arts in schools.
- Provide 1/10 of one percent of General Fund budget excluding wastewater fund to go toward public art.
- Coordinate the Arts Education Program to promote and encourage participation of arts and provide arts educational activities.
- Act as a catalyst in working with the community to prepare a comprehensive marketing plan to promote Sedona's artistic offerings.
- Promote and assist in planning and programming arts and culture activities (e.g. festivals, performances, etc.) and organize and promote activities which celebrate the City and its unique cultural heritage.